



Communications & Customer Engagement Officer

Candidate Information Pack

December 2018

Port of Leith Housing Association Ltd
108 Constitution Street
Edinburgh EH6 6AZ

Information Pack Contents

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Downloads of key management documents are available to you available from the Port of Leith Housing Association website www.polha.co.uk

Background and Operating Environment of the POLHA Group

The POLHA Group

The POLHA Group is made up of three entities, the registered social landlord and charity, Port of Leith Housing Association, the private rented sector letting agent, Persevere Developments Ltd and the community initiatives company, Quay Community Improvements CIC.

Port of Leith Housing Association (POLHA)

Port of Leith Housing Association is the parent organisation having been founded in 1975 in response to a growing need for better management arrangements for a deteriorating stock of tenement based properties. Initially focusing largely on landlord responsibilities, providing low cost good quality rental properties, the Association has grown continuously and developed its strategic thinking into a position where it recognises its potential to be a leader and influencer in developing high quality places to live.

The Association has historically seen its operations as being based largely in the area of the Burgh of Leith and north Edinburgh. It identifies itself as operating in an arc from the east edge of the Cramond district of Edinburgh through the top of Leith Walk and down to the town of Portobello in the south east.

As the largest social landlord in Leith, the Association currently owns and manages 2,743 homes, of which 2,408 are for social rent, 134 for purchase under the Shared Ownership scheme and, through PDL, 201 for mid-market rent.

Edinburgh has an acute need and demand for affordable housing. The housing list has more than 26,000 registered applicants. We receive a consistently high number of bids per vacant property, averaging over 200 throughout the past year, against a city-wide average for all social landlords of 150. Approximately 20,000 more affordable homes are needed over the next 10 years for individuals and families who cannot afford to rent or buy in the open market, ie an average of 2,000 additional new affordable homes are therefore needed each and every year to address this shortage.

Persevere Developments Ltd (PDL)

In 2010, Persevere Developments Ltd was established as a wholly owned subsidiary, to enable the Association to increase the range of affordable housing options available. It has achieved this through extending operations into the private rental sector and providing (mid-market) rental opportunities to individuals and families on lower income levels who are not eligible for socially rented properties or who find open market housing costs for renting or owning being unaffordable for them.

PDL currently leases 201 mid-market homes from POLHA who also provide management services for the properties.

Within the private sector, demand continues to outstrip supply, leaving a growing section of the population struggling to access either private rental housing or owner occupation. We can confidently predict therefore that there will continue to be a significant demand for the mid-market rent product provided by PDL for the foreseeable future.

Quay Community Improvements CIC (Quay)

In 2015, it was decided that an innovative way of continuing to support work to improve both the local environmental and social fabric of the area was needed as financial resources from both national and local government to support this were being diminished.

The solution was to establish a new social enterprise able to deliver commercial services for profit and which in turn would be reinvested back into the community in order to improve the local environment and tackle ongoing social issues. Quay was incorporated as the Association's second wholly owned subsidiary and began operating in 2016. Its initial focus has been to develop the commercial elements of its remit and has started by providing cleaning services.

Quay is focused on building its level of work into a position where it is making profits in the first instance which can then be reinvested back into the Leith and north Edinburgh communities.

Group Vision

Leith is the best place to be

Group Mission Statement

It is the Group's mission to:

- Make the POLHA Group organisations and service delivery great;
- Contribute to making the physical infrastructure and environment of Leith great; and
- Contribute towards improving economic opportunity and the social fabric to make Leith great.

Group Values

We will deliver excellence and have empowered, motivated staff through our values:

Inclusion – work together and actively welcome everyone's contribution

Honesty – be open, trust each other and deliver what you promise

Respect – value everyone's opinion, listen to each other and challenge positively

Support – be approachable and do what you can to help

Innovation – share ideas about how to improve our services and make our communities great

Guidance on next steps with the recruitment and selection process

Applicants should submit an application form which includes details of their present salary and benefits package.

Your application should also include a supporting statement which demonstrates your suitability, competence and experience to perform the role with specific reference to the Job Description and Person Specification.

Please supply full contact details of two referees whom we may approach, one of which should be your present employer and the other a previous employer. The Association normally only takes up references for the candidate selected for appointment; however, we may contact them prior to inviting you to attend an interview unless you specify otherwise.

Key Dates

To assist applicants to plan their availability for the selection process the following key dates should be noted:

**Applications should be received by 5pm on Friday 18 January 2019.
Interviews will be held on Wednesday 30 and Thursday 31 January 2019.**

e-mail to: recruitment@polha.co.uk
or to by post marked "Private & Confidential" to:

Alison Petretti
Corporate Business Co-ordinator
Port of Leith Housing Association Ltd
108 Constitution Street
Edinburgh
EH6 6AZ

The information provided by you on the application form and any supplementary forms will be used for the purpose of selection, recruitment and any further subsequent employment administration if the application is successful. If successful, the application form will be held on manual and computerised personnel systems. If you are unsuccessful the information will be retained for one year, then destroyed.

Please note we do not accept CVs. No Agencies

Employment Policies

The Association is a 'Disability Confident Employer' symbol holder and fully complies with the criteria set by JobCentre Plus. You are therefore asked if you consider yourself to have a disability to please regard this as a positive opportunity to let us give you any help you believe you may require by outlining any aspects of the post which may present some difficulty, and any suggestions you may have for overcoming them. The Association's Equality and Diversity Policy provides more information. The Association's office accommodation is accessible to all.

As part of the selection process for the vacancy you will be asked to provide, in confidence, evidence of entitlement to work in the UK.

Interview Expenses

Where applicants are required to travel to attend interview the Association will reimburse reasonable travel and subsistence expenses incurred within the United Kingdom. All expense claims other than car mileage must be supported by receipts.

PORT OF LEITH HOUSING ASSOCIATION
JOB DESCRIPTION & PERSON SPECIFICATION

JOB DETAILS

Job Title:	Communications & customer engagement officer
Department:	Business Support Department
Team:	Communications & customer engagement
Reports to:	Communications & customer engagement manager
Salary Grade:	6
Last JD Review Date:	November 2018
Last Evaluation Date	

CONTEXT OF THE ROLE

This role sits within the Business Support Department and forms a key part of the Port of Leith Housing Association Group's communications and customer engagement efforts.

PURPOSE OF THE ROLE

This role exists to support the delivery and development of communications that customers and other key stakeholders find useful and interesting. Another key purpose of the role is to facilitate the involvement of customers in the Association's decision making and service delivery and to develop and support customer engagement activities. The post holder will ensure that customers' views are sought out, recorded and considered. They will ensure that our customer engagement activities go above and beyond meeting regulatory and statutory requirements and that the Association and its subsidiaries strive for continual improvement.

KEY DIMENSIONS

Staff Management Responsibilities:

- None

Budget Accountability:

- The post holder administers a budget of c£10,000 with joint responsibility in deciding and agreeing expenditure with the Communications and Customer Engagement Manager. They are also responsible for reviewing

KEY DIMENSIONS

relationships and costs with suppliers, and actively seeking out better deals & services.

CORE AREAS OF RESPONSIBILITY & ACTIVITIES

Core Areas of Responsibility	Key Activities
Communication & Publications	<ul style="list-style-type: none">• Review, write, edit and design (where appropriate) leaflets, newsletters, reports and other pieces of internal and external communications materials (print and online) in consultation with customers and staff• Write press releases and handle media queries• Maintain and develop the intranet• Contribute to the development of the communications strategy & action plan• Develop new channels and tactics to reach and engage with our customers and staff
Customer engagement & involvement	<ul style="list-style-type: none">• Develop and maintain initiatives that enable tenants and other customers to provide their views, participate in scrutiny activities and performance monitoring, and to exert meaningful influence on our decision-making processes, at whatever level they feel comfortable with• Assess the effectiveness of engagement activities and seek out opportunities to improve them• Help develop and review the Customer Engagement Policy and deliver the associated strategy and action plan
Event Planning	<ul style="list-style-type: none">• Organise and facilitate customer engagement and public relations events, ensuring the programme is relevant and engaging
Service Administration & Support	<ul style="list-style-type: none">• Establish and maintain systems to ensure customer views and levels of satisfaction are captured and recorded, analysed and reported• Establish and maintain mechanisms for ensuring the collection, updating and reporting of customer profiling information

Core Areas of Responsibility	Key Activities
	<ul style="list-style-type: none"> • Maintain and review the customer consultation register • Provide reports to management and the Board on activities and performance as required • Maintain awareness of, and advise on, legislative changes and best practice requirements and contribute to making recommendations for improvements to services

GENERAL RESPONSIBILITIES

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| <ul style="list-style-type: none"> • Comply with all PoLHA and subsidiary company policies and procedures relating to the governance and operations of the organisation at all times • Comply with all Association and subsidiary company policies and procedures appropriate to the role, in relation to professional, regulatory and statutory corporate requirements • Demonstrate at all times high standards of integrity and ethics and behaviours compatible with PoLHA's values |
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PERSON SPECIFICATION FOR ROLE HOLDER

Knowledge:

- Thorough knowledge of good practice and regulatory/statutory requirements, and a willingness to keep up to date with the latest thinking, around customer engagement, customer participation, internal communications and media relations
- Good understanding of data protection and the General Data Protection Regulations (GDPR)

Skills & Competences

- Excellent interpersonal skills – able to engage with and influence colleagues at all levels and with customers as individuals or as members of groups
- Excellent oral and written communication skills across a wide range of print and digital channels – confident chairing and leading meetings and consultation events, writing reports, analysing data, giving presentations and taking up public speaking opportunities
- Effective organisational and administrative skills - able to plan own work, prioritise workload and deliver to targets
- Contribute to preparation of the budget by assessing resources required for implementation of the Customer Engagement strategy
- Good Microsoft Office skills – able to use Word, Outlook and Excel effectively
- Graphic design skills using InDesign, or similar tools, for a range of printed publications and communications materials
- Email and direct marketing skills using email marketing platforms such as Mail Chimp
- Social media skills – using Facebook, Twitter and other social media platforms as required to follow a social media strategy and evaluate success
- Able to work in partnership with others to achieve agreed goals around customer and colleague engagement, including motivating and influencing audiences to engage with the Association and its subsidiaries, and buy into their messages
- Able to contribute to policy/procedure development and identify ways of improving engagement with customers, colleagues, the media and other external stakeholders

Personal Attributes

- Passionate about delivery of excellent customer service and engagement, and follows principle of getting it right first time
- Interested in keeping up to date with the latest tools and techniques for customer engagement, and internal and external communications
- A flexible and adaptable approach interested in continuous improvement

PERSON SPECIFICATION FOR ROLE HOLDER

Experience & Track Record

- Experience of 3-5 years in a communications role as part of an inhouse or agency communications team
- Experience of working with tenant/community groups is desirable

Education & Qualifications

- Educated to Degree level or equivalent (SCQF level 9). Professional qualification from the Chartered Institute of Public Relations or the Chartered Institute of Marketing (or willingness to work towards a relevant professional qualification) is desirable

Other Requirements for the Role

- Full driving licence

OTHER INFORMATION ABOUT THE ROLE

COMMUNICATION AND REPRESENTING THE ORGANISATION

The postholder requires a high level of verbal and written communication skills which will be used across a wide range of print, digital and face-to-face channels, including reports, emails, newsletters, publications, leaflets, social media, occasional presentations, and events and consultation exercises with colleagues and customers.

They will be required to write and design (where appropriate) key publications, including the landlord performance report and customer newsletter, and will be required to review the effectiveness of a wide range of print and digital communications, suggesting improvements as appropriate.

They will project manage new communications and customer engagement initiatives and tackle complex issues around how to track, evaluate and improve the communications and engagement activities.

There will also be a requirement to present sensitive information, for example around customer satisfaction and the Association's performance, in a diplomatic way and to use influencing and persuasion skills to encourage customers and colleagues to engage with the Association and its subsidiaries. This may include coaching, supporting and motivating customers and/or colleagues to become more engaged in the Association's work.

The postholder will have regular contact with customers and tenants' groups and contact with community groups. They will also have some contact with journalists and will be required to adapt their communication style to suit each audience. They will build and maintain strong relationships with these key audiences and represent the Association and its subsidiaries in a positive light.

They will also contribute ideas about new ways to communicate with and engage internal and external audiences, including customers, staff, the media and other stakeholders. The postholder will use their influencing and persuasion skills, and knowledge of communications techniques to encourage internal and external customers to engage with the Association and its subsidiaries.

AUTHORITY AND ACCOUNTABILITY

The postholder organises and controls their workload and will set and be accountable for meeting deadlines. They will be expected to manage and prioritise their work with minimal input or direction from their manager.

The postholder has authority to use their judgement and expertise to make decisions and solve problems which may arise across a range of work areas, including customer engagement and participation, and internal and external communications. The nature of the role means judgements made could have a direct impact on the image and reputation of the Association and its subsidiaries.

ACCOUNTABILITY FOR BUDGETS AND FINANCIAL ASSETS

This role involves administering the customer engagement budget (a four-figure sum). The postholder has the authority to make decisions around purchasing a range of goods and services, including promotional giveaways, competition prizes and other materials. They will also be tasked with coming up with ideas on how to maximise the budget.

RESPONSIBILITY FOR PHYSICAL RESOURCES AND INFORMATION

The postholder is required to use their knowledge of the latest data protection regulations to collect and process information about customers, some of which will be of a personal and confidential nature. This will include personal details, contact details/preferences and areas of interest for customer engagement. They also process sensitive information around customer satisfaction levels and will be required to interpret this complex data accurately and diplomatically.

The postholder seeks out ways to improve how we collect data and intelligence to help tailor services and communications to customers.

The postholder is responsible for making final changes to publications using specialist software, ensuring files are prepared accurately before being sent to print.

They will also control the stock of promotional items and giveaways, ordering items as required.

DIRECT IMPACT OF THE ROLE ON ORGANISATIONAL RESULTS AND PEOPLE

This role has a direct impact on the public image and reputation of the Association and its subsidiaries with our customers, stakeholders and the media. As the main point of contact for customers in the delivery of our activities around customer engagement, the post holder will be required to represent the Association and its subsidiaries in a professional manner and demonstrate to customers that the Association and its subsidiaries are committed to

meaningful engagement with customers. They also have responsibility for ensuring that the Association's customer engagement activities meet regulatory and statutory requirements.

They will provide advice to members of staff on how to communicate and engage with stakeholders and will work with colleagues at levels on internal communications projects. The postholder will also be tasked with persuading and motivating staff all levels (including senior staff) to be active participants in the sharing of news, information and intelligence across the organisation.

Working as part of a small team, the postholder's work has a direct impact on the successful delivery of the communications & customer engagement strategy and operational plan. They are also asked to make suggestions on how to develop and improve the team's strategy, and to ensure that the Association's customer engagement policy is up to date and fit for purpose.

ANALYTICAL THINKING AND PROBLEM SOLVING

This role involves analysing data and intelligence to identify trends across a range of areas, e.g. on tenant satisfaction levels, and to spot opportunities for improving how we communicate and engage our key stakeholders and adapt our service delivery to meet our customers' needs.

The postholder will be required to draw on their expertise, experience, research and examples of best practice to solve communications and engagement problems, meet briefs set by the Communications & Customer Engagement Manager, and suggest improvements to internal and external communications approaches. The majority of issues encountered by the role holder will be solved over a period of several weeks.

COMPLEXITY OF WORK AND MENTAL CONCENTRATION

The postholder will be required to work on a wide variety of tasks relating to customer engagement, and internal and external communications. They will regularly be required to work on a variety of projects simultaneously and to switch from one task to another at short notice as priorities change.

There will be regular periods of higher pressure in the run up to print deadlines and events but these will be planned for in advance the majority of the time.

The role will include some administrative tasks with the majority of the role holder's time being spent on activities which require more involved concentration, e.g. writing articles, designing publications or devising consultation exercises.

Salary

Grade 6: £29,338 - £32,599 (depending on skills and experience)

Hours

35 hours per week

Leave

The leave entitlement for this post is 22 (pro rata) days (increasing annually to a maximum of 25 days) and 13 public holidays in a full year.

Sickness Absence Provision

If you are unfortunate enough to become ill and depending on your length of service, our sickness absence policy provides you with:

Length of Service	Entitlement
Under 26 weeks service	Up to 1 week full pay
Over 26 weeks but less than 1 years service	Up to 4 weeks full pay and 4 weeks half pay
Between 1 and 2 years service	Up to 12 weeks full pay and 12 weeks half pay
Between 2 and 3 years service	Up to 16 weeks full pay and 16 weeks half pay
Over 3 years service	Up to 26 weeks full pay and 26 weeks half pay

Professional Subscriptions

The Association pays for one professional subscription fee if you are required to be a member of a professional institute or association that has a direct link to your job.

Training and Development

We aim to ensure that all members of staff have the knowledge, skills and experience necessary to be successful in their jobs and to fulfil their career potential.

Cycle to Work Scheme

The Cycle to Work Scheme offers tax incentives that enable you to enjoy serious savings on the price of a new bicycle (plus related safety equipment such as a helmet and a set of lights). You will have the opportunity to lease the bicycle of your choice via a tax-efficient salary sacrifice scheme.

Family Friendly Policies

We have a range of family friendly policies to allow staff to balance work with other aspects of their lives. These include flexi-time, special leave provisions, sabbatical leave, flexible working arrangements and remote access via home PCs where appropriate.

Maternity/Paternity/ Shared Parental Leave/Adoption provisions

The Association pays maternity, paternity and adoption leave: some of these benefits are enhanced beyond statutory entitlements.

Employee Assistance Programme (EAP)

The Association has an independent, 100% confidential EAP service, offering professional and impartial advice, information and counselling on a range of issues.

Occupational Health Service

The Association works with an independent Occupational Health service provider, who provide independent support and advice for staff who have an illness or medical condition affecting their ability to work. Referrals are made through the Corporate Services team.

Contribution towards the cost of glasses for VDU use

Where you have been assessed as a VDU user the Association will contribute £57.13 towards the cost of glasses.

Guidance on Completing your Application

We wish to ensure that we do not ask for any unnecessary information which may suggest discrimination.

Education and Training: Please give us enough details to assess your attainments in relation to the post for which you are applying. We may wish to see any certificates or qualifications you hold. We will ask you to bring them if you are invited to attend for interview.

Employment Record: Please give as much detail as you feel gives us an accurate picture, both about the type of work you are/were doing and the responsibilities you have had. Please start with the most recent, supplying exact dates where possible. Continue on a separate sheet if necessary.

Supplementary Information: Please detail any further experience or information relevant to the post for which you are applying, bearing in mind the information you have been given about the post.

References: References will only be taken up if you are offered a post. Please indicate if you do not wish your referee(s) to be contacted without your consent. No offer of employment will be confirmed by the Association until satisfactory references have been received.

General Information: You are asked to tell us if you are related to a current or former member of the Association's staff or Board. This is so that we can demonstrate that any appointment has been made on merit and in accordance with recruitment and selection policy and procedures.

You are asked to tell us if you are currently eligible for employment in the UK. This is so that we can ensure compliance with the Immigration, Asylum and Nationality Act 2006 which requires organisations to ensure individuals to whom they are offering employment have permission to work in the UK e.g. they hold a British passport/birth certificate/work permit etc. If appointed, you will be required to produce such evidence.

Rehabilitation of Offenders Act 1974: Under the Rehabilitation of Offenders Act 1974 it is unlawful for an employer to discriminate on the grounds of a spent conviction. However, some types of jobs are exempt from this Act – this means you have to disclose spent convictions as well as unspent ones. Please be aware of your rights and responsibilities when disclosing convictions.

How we Use Applicant Information Privacy Notice for Job Applicants

May 2018

This notice explains what information we collect about you, when we collect it and how we use it. We will process personal data (which may be held on paper, electronically, or otherwise) about you and we recognise the need to treat it in an appropriate and lawful manner.

We are committed to protecting the rights of individuals with respect to the processing of their personal data and adhering to guidelines published in the Data Protection Act of 1998 and the General Data Protection Regulation (EU) 2016/679 which is applicable from 25 May 2018, together with any domestic laws subsequently enacted.

We are notified as a Data Controller with the Office of the Information Commissioner under registration number Z5626639 and we are the data controller of any personal data that you provide to us.

We collect and use your personal data for a variety of reasons. This includes the following information which we collect directly from you or via third parties (e.g. recruitment agencies):

- (a) Name
- (b) Date of birth
- (c) Address
- (d) Telephone number
- (e) Email address
- (f) NI number
- (g) Personal characteristics, such as gender, ethnic group, nationality, marital status, sexual orientation, religious beliefs, caring responsibilities
- (h) Qualifications
- (i) Absence information
- (j) Disability information
- (k) Employment history

- (l) Right to work in the UK documentation
- (m) Criminal convictions and offences
- (n) Professional membership

We collect and use the above information and personal data for:

- a) Provision of equality and diversity statistics
- b) Adhering to legislation
- c) Making recruitment decisions
- d) The administration of corporate functions

We may disclose and share information about you with third parties for the purposes set out in this notice, or for purposes approved by you, including the following:

- a) To process your salary payments
- b) To allow your pension provider to process pensions information and handle your pension
- c) To allow your electronic payslips to be produced and issued to you
- d) If we enter into a joint venture with or are merged with another business entity, your information may be disclosed to our new business partners or owners.

Your information will be stored in secure files within the UK and EEA (European Economic Area). We will take the necessary steps to make sure that your personal information is kept secure and safe.

We review our data retention periods regularly and will only hold your personal data for as long as is necessary for the relevant activity, or as required by law (we may be legally required to hold some types of information), or as set out in any relevant contract we have with you.

Data retention guidelines on the information we hold are provided in our Data Protection Policy which is available on our website www.polha.co.uk .

You have the right at any time to:

- Ask for a copy of the information about you held by us in our records
- Require us to correct any inaccuracies in your information.

If you would like to find out more about how we use your personal data or want to see a copy of information about you that we hold or wish to exercise any of your above rights, please contact Glen White, our Corporate Services Manager. You have the right to complain to the Information Commissioner's Office in relation to our use of your information. The Information Commissioner's contact details are noted below:

The Information Commissioner's Office – Scotland

45 Melville Street, Edinburgh, EH3 7HL

Telephone: 0131 244 9001

Email: Scotland@ico.org.uk



